

December 23, 2010

Visit us online at [www.wpma.com](http://www.wpma.com)

WP-12-23-10



**THE WPMA STAFF WOULD LIKE TO WISH ALL OF OUR MEMBERS A VERY MERRY CHRISTMAS!**

## **DENNIS MILLER TO KEYNOTE WPMA CONVENTION**



WPMA 2010-2011 President Rob Franklin is excited to announce Dennis Miller, “one of the premiere comedy talents in America today...” as the 2011 WPMA Convention keynote speaker. A man of many talents, Dennis Miller is a comedian, author, correspondent, host, political commentator, and a five-time Emmy award winner for his critically acclaimed HBO talk show “Dennis Miller Live”. He can currently be heard daily on “The Dennis Miller Show”, and in his frequent appearances on Fox News Channel’s “The O’Reilly Factor”. Come and join us at the WPMA Convention in February, and be sure to attend the Keynote session, featuring the irreverent and satirical humor of Dennis Miller.

### **WPMA 2011 EARLY BIRD TOP SPONSORS**

WPMA thanks our Early Bird Top Sponsors of the 2011 Western Petroleum Marketers Convention and Convenience Store Expo.



### **AUTOMAKERS AND ENGINE MAKERS SUE EPA OVER E15 WAIVER**

The Engine Products Group, a coalition of automakers and engine manufacturers, filed suit against the EPA over its partial waiver of the Clean Air Act to allow the use of E15 in vehicles model year 2007 and newer. The coalition contends that the Clean Air Act does not permit partial waivers; more testing is necessary; and the agency needs better safeguards against misfueling.

While the suit does not offer specific objections to the rule, the Outdoor Power Equipment Institute, a member of the Engine Products Group, has expressed concerns that current engines are not designed for E15 and that using it could violate the warranty. OPEI is also concerned that warning labels will not prevent consumers from misfueling.

PMAA offered testimony at an EPA field hearing last month on its labeling rule for E15, calling on the agency to develop a label that strikes a balance between sufficiently informing and warning the consumer on the limits of E15 use without discouraging consumers with approved vehicles from using it. PMAA believes only a carefully crafted cost effective misfueling mitigation program can alter long established consumer purchasing habits and create a foothold for E15 use in the retail gasoline marketplace.

PMAA supports the expansion of renewable fuels and will continue to express its concerns about the compatibility of E15 with storage and dispensing equipment.

### **PLEASE SUPPORT THE SCHOLARSHIP FOUNDATION SILENT AUCTION**

In 2011, the WPMA Scholarship Foundation will award \$32,000 in scholarships to graduating high school seniors. The Foundation receives a large portion of its working capital through income from the annual Scholarship Silent Auction held at the WPMA convention in February. Please support the Scholarship Foundation by donating an item to the 2011 Scholarship Silent Auction.

Past Silent Auction donations have included tickets to sporting events, vacation packages, decorator items, electronics, sports equipment, logo clothing, jewelry, tools, accessories, etc. Silent Auction donation forms are available on the WPMA website, [www.wpma.com](http://www.wpma.com), under the Scholarship link. The donation is tax deductible, and donors will receive recognition on convention signage, in the Expo program, in the Silent Auction brochure, and next to the item in the auction. If you have questions, please contact Kathy Michaelis at the WPMA office: 888-252-5550, or e-mail [kathym@wpma.com](mailto:kathym@wpma.com).

### **FOLLOW US ON FACEBOOK AND TWITTER**

WPMA has now joined the Facebook and Twitter communities! Please visit us and become a fan, and stay on top of the latest updates, events and announcements from WPMA and the WPMA state associations.

To follow us on Twitter, go to [twitter.com/WPMA\\_NOW](http://twitter.com/WPMA_NOW).

### **REGISTER ONLINE FOR THE 2011 WPMA CONVENTION & CONVENIENCE STORE EXPO**

Start planning now to attend the 2011 WPMA Convention and Convenience Store Expo. It will be held at the Mirage in Las Vegas, Nevada, February 22-24, 2011. You may now register online for the 2011 WPMA Convention & Convenience Store Expo. Go to: <http://www.wpma.com/national-convention>

### **MIRAGE HOTEL EARLY BIRD RATE CUTOFF DATE HAS BEEN EXTENDED**

The cutoff date for the early bird room rate for the Mirage hotel has been extended until **January 3, 2010**. Take advantage of the early bird rate of \$145 now. For reservations click on the Mirage link under Hotel Reservations on the WPMA National Convention page <http://www.wpma.com/national-convention> or dial 1-800-499-6311.

**Petro Pete: *"I know, I know. I know that people say, "It's the thought that counts, not the gift... but couldn't people think a little bigger?"***

© 2010 Western Petroleum Marketers Association - All rights reserved. No part of this work may be reproduced or copied in any form or by any means - graphic, electronic, or mechanical, including photocopying, recording, or otherwise. The information herein is also intended for the sole purpose of members of the Western Petroleum Marketers Association (WPMA). Any other use is strictly prohibited without the express written consent of the WPMA.

If you do not wish to receive information via fax or e-mail, please contact WPMA at: (801) 263-9762, Fax: (801) 262-9413, or e-mail: [janr@wpma.com](mailto:janr@wpma.com). Thanks.